

Backgrounder
The Seattle Times: Interviewed April 22, 2011

Newspaper	The Seattle Times
Owner	The Seattle Times Company (independently owned by the Blethen family)
Address	1120 John St., Seattle, WA 98109
Phone number	(206) 464-2111
URL	Seattletimes.com
Circulation	Weekdays 253,732; Sundays 346,991
Publisher and CEO	
Name	Frank Blethen
Starting Date	Started in 1968; became publisher 1985
Phone number	206-464-8502
E-mail	fblethen@seattletimes.com
Newspaper Staff	
Total FTEs	
Publication cycle	7 days, a.m.
Current Circulation (most recent audited)	
Weekdays	253,732
Sundays	346,991
E-edition	29,721
Price	
Weekday newsstand	\$.75 (\$1.00 outside King, Pierce, Snohomish, Kitsap counties)
Sunday newsstand	\$2.00
Subscription annual	\$291.20 7-days; \$163.80 Sundays only
E-edition	\$103.48
Newsprint for Seattle Times only	
Tons/annual	20,000
Sources of Revenue for Seattle Times only	Percentages
Circulation	34%
Display ads	26%
Inserts	19%
Special Sections	.3%
Classified	12%
Legal Notices	1%
On-line Ads & Fees	8%
Trends/Changes over 3 years	-28%
Digital	
Pay wall?	No
Considering a pay wall?	Paid digital content yes, but not a true paywall
Advertising	
Is your advertising staff able to provide competitive digital services to merchants?	yes
Do you use "real time" ads?	no
Does your advertising department sell "digital services" such as helping merchants with website	Yes, on a limited scale

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production?	
Does your ad department sell electronic coupons or other modern digital products? Other?	We are involved in a mobile coupon test with AP
Do you generate revenue in partnership with outside digital vendors such as Yahoo? If so, who are they?	Yes, not Yahoo, but numerous local and national partners.
Executive Editor & Sr. VP	
Name	David Boardman
Start date	1983
Phone number	206-464-2205
E-mail	dboardman@seattletimes.com
News Staff	
	FTEs (approximate)
Total FTE	207
Reporters/Columnists	68
Editors/managers	41
Photo /video	17.6
Web producers/staffers	10.5
News desk editors/page designers	41.6
News assistants/photo-sports-features	13.1
News research	3
News artist/graphics	6
Admin	6
Bureaus	
	Olympia (1) and Washington, D.C. (1)
Coverage	
	More than 50% of their time? yes
Local government	3
Courts	2
Public safety	3
County government	2
School Board	1
Business	8
Sports	10
Entertainment & arts	8
Environment	4
Health care	1
Immigration/race/diversity	1
Higher Ed	1
Metro/sports/biz columnists	6
Specialty/GA	9
Travel	2
Managing Editor (Curation) (Digital News Editor)	
Name	Suki Dardarian
Start date	January 2000
Phone	206-464-2791
E-Mail	sdardarian@seattletimes.com

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Managing Editor (Creation) (Content Editor)	
Name	Kathy Best
Phone	206-464-3337
E-Mail	kbest@seattletimes.com
Website start date	July 1995
Digital News Staff	
Size?	16, including AME and two senior eds, video staff
Sufficient?	No
IT Staff (If separate)	
Size?	Approx. 4 – aggregated from shared resources for Web
Sufficient?	No
Corporate Support or Consultative support? (Yes or No)	
Nature of support	Yes, Digital design/ux
Capabilities	
Web platform software?	At what level? Apache, primarily
Content management system: software?	Several - In-house Web CMS, Drupal
Do your organization staff members write code?	Yes
Number of coders?	5
Zero? How out-sourced?	Limited to one project
Out-sourced, off the shelf or with vendors?	Vendor
Proprietary or open-source code? Why?	Both – moving to more open-source all the time
Flexibility & response time	Good flexibility – response time restrained by resources
Can you change web platform – coding, architecture, software -- at least once a month?	Yes
Do you?	Yes
Can you add new functionality promptly as it becomes available?	Yes, but much time is spent on prioritization
Digital Tools utilized	
Crowd sourcing?	Yes
Data visualization?	Yes
Investigative reporting?	Yes
Documentary video?	Yes
Any other kinds of digital tools being used? If so, what?	Dipity, Storify, Cover It Live, Brightcove, etc.
Social Media	
Cite social media used:	Facebook, Twitter
To what extent is your newspaper connected to people through social media?	Facebook page: 6,889 likes; Twitter followers: 33,810 to main account.
What is the overall organizational commitment to collecting, creating, shaping and delivering all your news/information products through these digital channels?	Organization is committed to digital news delivery and to further development of digital strategy; financial constraints exist, however.
Assessment --- How do you assess your digital	

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news/information products?	
Number of Page-views/month?	52,883,982
Number of Monthly uniques?	5,304,035
Cite other metrics you use? Time on site? Source of visitors? Etc.	Omniure and Chartbeat give us immediate and longer-term assessments of a host of metrics.
Most e-mailed stories?	Yes, as well as most read, most commented.
How is data shared with news staff?	Regular reports, updates in meetings.
Editing	
How are web stories edited? Are there different procedures (layers of editing) for web vs. print products?	Most stories are edited by two or three layers before publication, though some breaking web stories may receive only one or two touches. Blogs receive less editing.
Do you use AP Style in your digital news products?	Yes.
Revenue	
Do you generate revenue in partnership with outside digital vendors such as Yahoo? If so, who are they?	Yes, multiple vendors.
Digital Delivery Systems --- What delivery systems do you employ?	
E-edition? (Software used?)	Yes, Olive.
Generic mobile apps software? Name it please.	No vendor/HTML-Java
Smart Phone - apps	
-- iPhone	Yes
-- Android	Yes
-- Blackberry	Yes
-- Palm	Yes
-- Other?	Windows Mobile
Tablets	
-- iPad	No
-- Other	
Kindle	Yes
Any other systems?	Nook
Knowledge products	
Do you offer "knowledge products," such as books, magazines, and television or radio programs in addition to the core daily paper? If so, what products?	We have produced some books and our staffers appear on local radio and television programming through partnerships with those stations.
Is there a central digital content pool from which these products are created?	no
Do they make money?	
In what other ways are digital tools used in the business operations and marketing at your news organization?	Email newsletters, MyTimes subscriber portal
Future	
Do you foresee your news organization offering one hundred percent digitally-delivered news and	No.

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information products in the foreseeable future?	
If not: Where do you think the balance will settle?	We are modeling a number of scenarios.
If so: How soon do you think this will happen? 5 years? 10 years? More?	
If you expect there will always be some news/information products delivered on newsprint?	Yes.
What will those be?	Unknown.
Why will that be?	Print is a platform with enduring value.
Sources of Information	
Where do you check to stay informed about digital developments?	Multiple sources inside and outside the company.